**Fawry Case Study**

Fawry for Banking Technology and Electronic Payments is the leading Egyptian digital transformation & fintech platform that revolutionized the concept of Omni channel payment in Africa and the Middle East over the past decade. · Fawry offers more than 1,186 financial services to consumers and businesses through more than 225 thousand locations in an easy way to pay bills and other services in multiple channels (online, using ATMs , mobile wallets and retail points) · Fawry is the chosen platform for over 29.3 Million customers in Egypt. More than 3.06 Million operations daily are processed on Fawry's network, the rapid market penetration and consistent quality of service helped Fawry's transaction volume soar to a remarkable 81 Billion-EGP record in less than 11 years Since its launch. Fawry offers a convenient and reliable way to pay bills and other services in multiple channels (online, using ATMs, mobile wallets and retail points). Fawry's network of retailers includes small groceries, pharmacies and stationaries, and post-offices, all equipped with point-of-sale machines - the same ones used for credit card payments.

1. Evaluate how a startup can stay on top of environmental and business trends in their industries,
2. What are the five forces that determine an industry profitability?
3. Determine SWOT analysis for Fawry in the Egyptian market